

exterro[®]

Brand Expression

GUIDE

Q1-2024

exterro®

INTRODUCTION

The **Exterro** brand is evolving. Our identity must evolve too. It must support the promise and expectation of fantastic product experiences made possible only through the power and credibility of Exterro's revolutionary legal technology platform.

Through the strategic use of color, typography, and imagery, the redefined brand will reflect energy, vision, and optimism while maintaining a sense of authenticity and trustworthiness. The **Exterro Brand Expression Guide** provides high-level guidance and usage details on Exterro brand identity assets and their use within internal and external brand communications. Please refer to this document when creating communications and experiences for the Exterro brand.

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WHO IS EXTERRO?

Positioning and Boilerplate

Exterro empowers organizations to manage data risk requirements proactively and defensibly.

Exterro empowers organizations and law enforcement agencies to achieve better legal, regulatory, and investigatory outcomes, while saving money and minimizing the impact of data risk. Its data risk management software is the only comprehensive platform that leverages data discovery, automation, workflow optimization, and one of the first to utilize responsible AI to give users insight into and control over the complex interconnections of privacy, legal operations, digital investigations, cybersecurity response, compliance, and data governance. Thousands of corporations, law firms, managed services providers, and government and law enforcement agencies trust Exterro to manage their risks and drive successful outcomes at a lower cost.

Use the following text to describe who Exterro is:

One Sentence Description:

Trusted by thousands of private and public sector organizations, Exterro offers legal, privacy, data governance, digital investigation, and cybersecurity response teams the tools they need to manage data risk effectively.

WHO IS EXTERRO?

Messaging Map

Use these messages, supporting statements, and proof points to explain who Exterro is, what our technology does, and how we provide value to our clients.

	Who We Are	What We Do	E-Discovery	Privacy	Digital Forensics
Main message	Exterro is the preferred provider of data risk management software solutions specifically designed for legal, privacy, digital investigation, and IT teams at leading private and public sector organizations.	Exterro software powers legal, privacy, data governance, compliance, and digital investigative functions at leading companies and law firms, public sector agencies worldwide.	Exterro's e-discovery software suite allows users to manage the entire e-discovery process from legal hold through production efficiently.	Exterro's privacy and data governance software empowers organizations to meet regulatory requirements based on a complete understanding of their data.	Exterro FTK® Forensic Toolkit is and has been for decades the gold standard for repeatable, reliable, defensible digital forensic investigations.
Supporting statements	<p>Exterro's comprehensive technology suite offers industry leading solutions for e-discovery, privacy, data governance, cybersecurity compliance, and digital forensic investigations.</p> <p>Exterro software is purpose built for legal, privacy, and digital forensic users, giving them the ability to fulfill their responsibilities effectively in compliance with regulations and best practices.</p> <p>Since its founding in 2008, Exterro has grown into a profitable industry leader in legal, privacy, and digital forensics technology because of its ongoing investments in its team and innovation.</p>	<p>Exterro software helps legal, privacy, and digital investigation teams manage, search, review, analyze, interpret redact, and produce data across the diverse sources of data present in modern enterprises, government agencies, and other large organizations.</p> <p>Exterro software uses automation to ensure teams operate efficiently under the budgetary and timeline constraints of legal regulatory, and investigatory processes.</p> <p>Exterro software fosters collaboration and accountability with customizable workflows and built-in project management and communication features.</p>	<p>Exterro's legal hold software has been the industry gold standard, embraced by Global 2000 companies, for over a decade.</p> <p>Exterro Review offers in-house and law firm based teams the fastest, smartest, and most secure document review platform in the industry.</p> <p>Exterro's end-to-end e-discovery platform automates workflows so organizations can respond defensibly to litigation requirements.</p>	<p>Exterro's data discovery solution allows organizations to understand what data is stored where and what regulatory requirements apply to it.</p> <p>Exterro software automates workflows so organizations can respond defensibly to regulatory requests including DSARs.</p> <p>Exterro Consent offers the industry's only "post-cookie" consent solution, ensuring they are in compliance with regulations like GDPR and CCPA.</p>	<p>FTK offers multiple solutions that allow law enforcement and corporate digital forensic investigators to work faster, collaboratively, and remotely.</p> <p>FTK offers a secure cloud-based platform that allows teams to scale up operations quickly and facilitates collaboration across teams and locations.</p> <p>FTK can integrate with SIEM and SOAR solutions to give cybersecurity response teams the ability to automatically respond to incidents and remediate remote devices in modern remote-first work environments.</p>
Proof points	<p>Exterro has earned recognition and industry awards for its technology platform from KM World, RSA, Cyber Defense Magazine, the British Legal Technology Awards, UK IT Industry, and others.</p> <p>Exterro's partnerships with Leeds Equity Partners, Collier Capital, and Glendower Capital value the company at over than \$1 billion.</p> <p>Exterro has acquired four companies to build its platform: Jordan Lawrence, AccessData, Zapproved, and Divebell.</p>	<p>Exterro connects to virtually all corporate data sources including Google, Microsoft Office, Slack, Box, and many more.</p> <p>Powered by intelligent, automated Data Discovery, the Exterro platform gives users deep insight into structured and unstructured data stored on corporate networks and in the cloud.</p>			<p>Exterro and Microsoft's deployment of FTK Central for the West Midlands Police has won multiple awards for technical innovation and excellence in project management.</p> <p>Exterro FTK received the 2022 Global InfoSec award for Most Comprehensive Computer Forensics solution.</p>

WHO IS EXTERRO?

Facts and Attributes

ABOUT EXTERRO

Founded:	2008
Industry:	Legal Technology
Products:	Unified Enterprise Data Risk Management Software including: E-Discovery Privacy Digital Forensics Information Governance
Headquarters:	Portland, Oregon
Offices:	Frisco, TX London, United Kingdom Coimbatore, India Frankfurt, Germany
Employees:	Over 700 employees worldwide

EXTERRO DIFFERENTIATORS

- Our dedicated engineering team based in our Cotton City office are the innovation engine driving product development
- Holistic legal governance, risk, and compliance software platform offering an intuitive interface that empowers non-technical users to understand data faster
- Industry-leading software solutions that address private organizations' and public agencies' challenges from civil litigation, privacy regulation, digital forensic investigations, and cybersecurity response
- Secure, cloud-based software that allows users to focus on their core competencies
- Consistent, repeatable, defensible business workflows and automation allow legal, privacy, cybersecurity response, and digital investigation teams to scale up in response to complex caseloads and regulatory requirements
- Deep visibility and analytics empower leadership to optimize processes and make strategic decisions faster
- Open architecture that supports seamless integrations with existing processes and technology infrastructure
- Advanced, AI-based search, categorization, translation, and predictive capabilities help legal, privacy, cybersecurity compliance, and digital investigation teams understand the relevant data faster

CONTENT VOICE AND STYLE

The Goal of This Style Guide

The Exterro Brand Expression Guide helps Marketing establish a consistent voice, tone, look, and feel for Exterro content in all its forms—from website copy, whitepapers, and other downloadable assets to blog posts, digital ads, and social media posts. While messaging may vary depending on product, audience, and content format, this guidance provided here should allow employees, clients, partners, and prospects recognize **this is Exterro content** when they encounter it.

The guiding principles for all marketing materials are **clarity** and **accuracy**. What we say should always be clear, factually correct, and helpful to our audience. When necessary, other rules and recommendations in this style guide can be bent to ensure content meets these guiding principles.

CONTENT VOICE AND STYLE

Brand Personality

Exterro marketing content has a strong reputation as being informative, educational, and useful. Our [brand archetype](#) is **The Ruler**. Attributes of this archetype are:

- › Our goal is to create order from chaos. We help give legal teams control over the data they need to use in litigation, privacy compliance, and cybersecurity response.
- › Exterro is an industry leader and innovator, organized and thoughtful, responsible, proactive, and confident.
- › Our key message is that: *Exterro software gives users the ability to manage the data risks by litigation, privacy regulations, and cybersecurity threats reliably, effectively, and defensibly.*
- › Other **Ruler archetype brands** include Microsoft, Barclays, and Mercedes-Benz.

CONTENT VOICE AND STYLE

Exterro Audience

Exterro plays in three distinct, albeit related, markets: e-discovery, privacy, and digital forensics. At the executive decision-maker level, our audience works in the legal industry, whether in-house at mid-market to enterprise-level businesses, or at law firms, government agencies including law enforcement, and other legal service providers (LSPs).

However, many professionals who encounter Exterro marketing materials will work in other roles in these industries.

- Legal professionals, including lawyers and paralegals, are trained to be risk-averse. They may be slow to change, and potentially leery of technology, although more and more now recognize the need for technology to keep up with the demands of their roles.
- Privacy professionals focus on compliance with regulatory regimes and advocate for respecting the rights of consumers. They are less intimidated of large data sets and technology and need to pay attention to news and current events to do their jobs well.
- Unlike legal professionals, digital forensic investigators are very technically-focused. They have a deep understanding of data, computers, and technology, and have a curious, detective-like mindset of solving challenges with novel approaches. Many come from law enforcement, IT, and cybersecurity backgrounds, as the disciplines are related.

Our [buyer personas](#) offer a more detailed review of our audience by product family.

CONTENT VOICE AND STYLE

Exterro Voice

These recommendations and guidelines on Exterro's brand voice derive from our brand archetype of the Ruler. Words and phrases to describe our voice include:

- › Authoritative
- › Well-informed and expert
- › Thoughtful, has a plan
- › Pragmatic, problem-solving
- › Proactive
- › Technology-positive
- › Optimistic
- › Reasoned and logical
- › Setting a high standard
- › Confident

This is not to say that Exterro marketing materials cannot be fun and engaging, but our focus is first and foremost on being accurate, clear, and helpful to our audience.

CONTENT VOICE AND STYLE

Exterro Writing Style

Be clear and informative in all written marketing content, regardless of the format. Use concrete language, rather than vague or abstract descriptions.

Avoid excessive jargon, qualifying language (e.g., “may have been,” “seemed to be”) and empty filler words (e.g., “that is to say,” “actually”).

Use vigorous verbs over “to be,” “to have,” and other linking verbs. Let verbs do the work of sentences. Choose simpler words over complex ones. The classic example is “use” vs. “utilize.”

Use the active voice, not passive (e.g., “place a legal hold” vs. “a legal hold was put in place”).

Follow the generally accepted rules of grammar... except when you need to break one to make a point.

[Grammarly](#) and [Grammar Girl](#) are your friends.

We spell “e-discovery” with a hyphen. Hyphenated words (including compound words like “high-rise” are capitalized at the beginning of a sentence (e.g., “E-Discovery demands modern technology...”)

Always attribute quotes to their speaker. Provide name, title, and organization with the first quote; after that, the name suffices.

Get permission for inclusion of quotes. Blog summaries of webcasts can use quotes without additional authorization, but if a participant reaches out, accommodate their wishes.

Spell out numbers lower than 10. Use numerals for numbers 10 or higher, except at the beginning of a sentence. Always spell out numbers at the start of a sentence (e.g., “Thirty-five percent of respondents...”). The one exception is in “listicles” or certain resource titles built around “Top 5 Reasons...” or similar topics.

Do not use emojis, symbols, emoticons, abbreviations, or other highly informal language (such as “&,” “gov’t,” “mgmt,” “:-)”) in copy. Some exceptions may be made for desired impact (not just shortening character counts) in social posts and/or email headers.

Spell out the first instance of any abbreviation and include it in parenthesis, such as “technology assisted review (TAR).” After that, the abbreviation alone is fine. Some abbreviations are so widely known in the field as to not require spelling out in all instances; examples include organizations such as ACEDS, EDRM, and ACC and well-known concepts or technologies like AI, PCs, etc.

VISUAL IDENTITY

Logo & Usage

Brand consistency = brand trust. A consistent brand guarantees a client or prospect that their experience will be outstanding, every time. Our corporate logo is the most visible expression of our brand. This word mark is the constant that represents **Exterro** in every communication.

Logo Usage

The logo should be treated as one unit and should never be divided. The logo must not be redrawn or modified in any way and should include the registration mark in all instances, except when the logo is smaller than the minimum size, as it will be rendered illegible.

Logo Usage: Color

Whenever possible, the primary duo-color logo (orange and charcoal) should be used. When it is not possible to use the primary, the black, gray-scale or reversed out logos may be used. In addition, the logo may be produced as a blind emboss/deboss, or as a solid color for embroidering.

Logo Usage: On Backgrounds

To preserve legibility, the primary logo should only be placed on a white or light gray background. When positioning the logo on a colored background, the value of the background determines how the logo is used. When positioned on a colored background, the logo should appear in the reversed out version when possible.

PRIMARY DUO-COLOR LOGO



ALL BLACK LOGO



GRAY-SCALE LOGO



REVERSED OUT LOGO



Clearspace Guidelines

This example showcases the minimum requirements for clear space around a logo to ensure legibility.



Trademark ® (r) Symbol

It is important that the size of the trademark ® (r) symbol be in proportion with the text/logo. The trademark symbol should always be legible without being intrusive and the space between the trademark symbol and the preceding the Exterro name and or logo should be minimized.

TEXT EXAMPLE: Exterro®

NOTE:

- the trademark ™ (tm) symbol should never be used next to the Exterro name and or logo
- in all type, every usage of the register ® symbol, please make sure the character position is “superscript” and not “normal”



VISUAL IDENTITY

Typography

Lato is the preferred brand typeface. Its clean, contemporary style accentuates the streamlined experience we deliver to our clients. To reinforce clarity and consistency in our design, please follow these general guidelines for styling:

Typefaces: Alternate

Arial or Calibri can be used as secondary font choices.

Styling: Alignment

Left align is preferred. Right align is okay when required by the design, but **justify align should be avoided**.

Styling: Headlines and subheads

You can use sentence case (Lorem ipsum) or all-caps (LOREM IPSUM).

Styling: Italics

Should only be used where required by style conventions, such as names, titles or quotes.

Styling: Bold

Use **bold** to emphasize words or phrases in copy, not all caps, underlining, or combinations of font treatments.

Headline Caps:

Title Case and/or all caps.

Typefaces:

These typefaces are open-source fonts meaning they are free and ready to download.

Underline:

Underlining text is not recommended as a means of emphasizing text, as it can easily be confused with hyperlinks.

Primary

The standard font, **Lato**, remains the primary font. The primary color for body copy is **Exterro Charcoal** on white backgrounds. White body copy may be used on darker backgrounds as long as the typography is legible.

download here: <https://fonts.google.com/specimen/Lato>

Secondary

The **Merriweather** font can occasionally be used in conjunction with **Lato**. However, it should be used very sparingly, specifically for more formal pieces of collateral such as: invitations, awards/certificates, or holiday cards.

download here: <https://fonts.google.com/specimen/Merriweather>

PRINT

LATO SANS-SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MERRIWEATHER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WEB

LATO SANS-SERIF (WEB FONT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MERRIWEATHER (WEB FONT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VISUAL IDENTITY

Color Palette

As stewards of the **Exterro** brand, we should champion and embody the spirit of our brand. Our colors have been chosen to reflect the spirit of our company with Orange and Charcoal being the primary colors. **Why Orange?** Orange is happy, creative, gregarious, optimistic and radiates warmth. A close relative to red, the energy of orange is gentler and more restrained. Orange uplifts, gives confidence and always injects fun.

Color Palette: Primary Colors

Whenever possible, the primary colors (orange and charcoal) need to be used. Orange can be used as a call-to-action or button. Charcoal can be used as a text color.

Color Palette: Supporting Colors

To support the primary colors, we've added two more shades of gray and blue. The light gray can be used as a background or shaded box. Silver can be used to carry out the orange in a call-to-action instance. The blue, albeit a complimentary color to orange, can be a stark contrast for our orange. Only in rare circumstances should these two colors be used side-by-side.

Color Palette: Secondary Colors

Secondary colors should be used to break up and add accents to highly visual material, including charts with several data sets.

PRIMARY COLORS

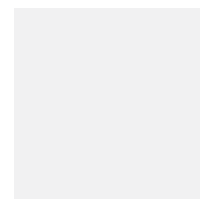


Orange {Pantone 021}
CMYK: 0/72/86/0
RGB: 242/108/56
HEX: #F26C38



Charcoal {Pantone 419}
CMYK: 0/0/0/90
RGB: 65/64/66
HEX: #323132

SUPPORTING COLORS



Light Gray
CMYK: 0/0/0/5
RGB: 241/241/242
HEX: #F1F1F2



Silver
CMYK: 0/0/0/70
RGB: 109/110/112
HEX: #6D6E70



Blue {Pantone 7459}
CMYK: 60/17/16/0
RGB: 100/173/198
HEX: #64adc6

SECONDARY COLORS



Yellow
CMYK: 1/11/81/0
RGB: 254/219/77
HEX: #FEDB4D



Sky Blue
CMYK: 81/26/21/0
RGB: 109/206/236
HEX: #6DCEEC



Green
CMYK: 63/0/82/0
RGB: 100/189/99
HEX: #64BD63



Purple
CMYK: 46/46/0/0
RGB: 143/136/193
HEX: #8F88C1

VISUAL IDENTITY

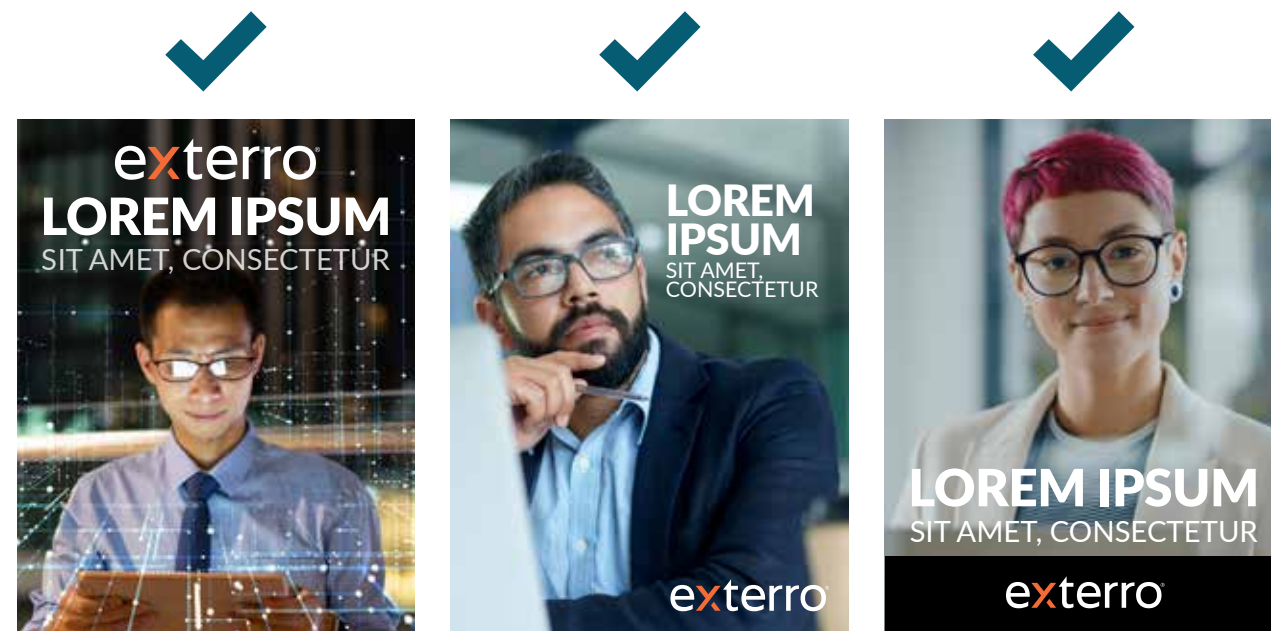
Imagery

As the saying goes, a picture is worth a thousand words. The imagery we use on our website, in emails, accompanying social posts, and in downloadable assets shapes how clients, prospects, and partners see Exterro profoundly. The care and craft we put into our imagery choices demonstrate our commitment to best-in-class communication and a celebration of the people that use our products. All **Exterro** imagery (print/web/digital) should convey a sense of trust and thought leadership in the legal technology industry. Imagery should feel modern and convey authority and control. Avoid images that are goofy, campy, or convey a sense of fear and panic in the face of challenges. Avoid simplistic or “on the nose” images (e.g., “the brown gavel”), cartoon styles, or memes that use others’ intellectual property.

The general look is authentic and forward-looking. It should demonstrate our interest in the world around us and the positive effects our products deliver. The use of technology in the image does not need to be overt, as the headline copy will aid in revealing Exterro’s role in the image, but when pictured technology should always be the most current devices used in modern business environments. These images may be featured as full-bleed. Type must be legible over photography. When used as a hero image, the photo selected must be strong enough to convey trustworthiness without overshadowing the headline.

For questions regarding photography, contact the Creative Director within the Exterro Marketing department.

GOOD IMAGERY EXAMPLES



MODERN

AUTHORITATIVE

TECHNOLOGY FORWARD

BAD IMAGERY EXAMPLES



NOT SIMPLISTIC

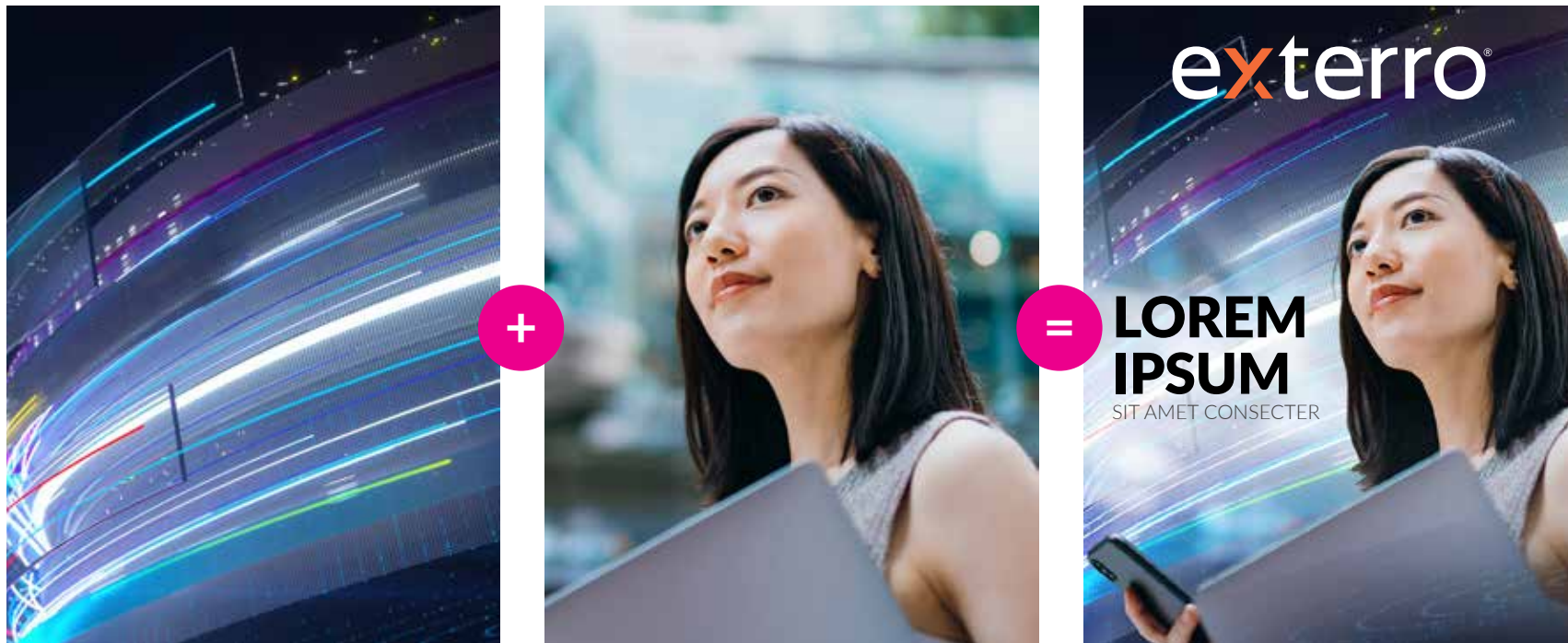
NOT CAMPY OR GOOFY

VISUAL IDENTITY

Imagery (continued)

The Exterro brand often uses abstract imagery in internal and external communications. The purposeful intent of these image selections is to communicate that Exterro's software products/platform are "futuristic", "optimistic", as well as "authoritative" within the legal technology industry.

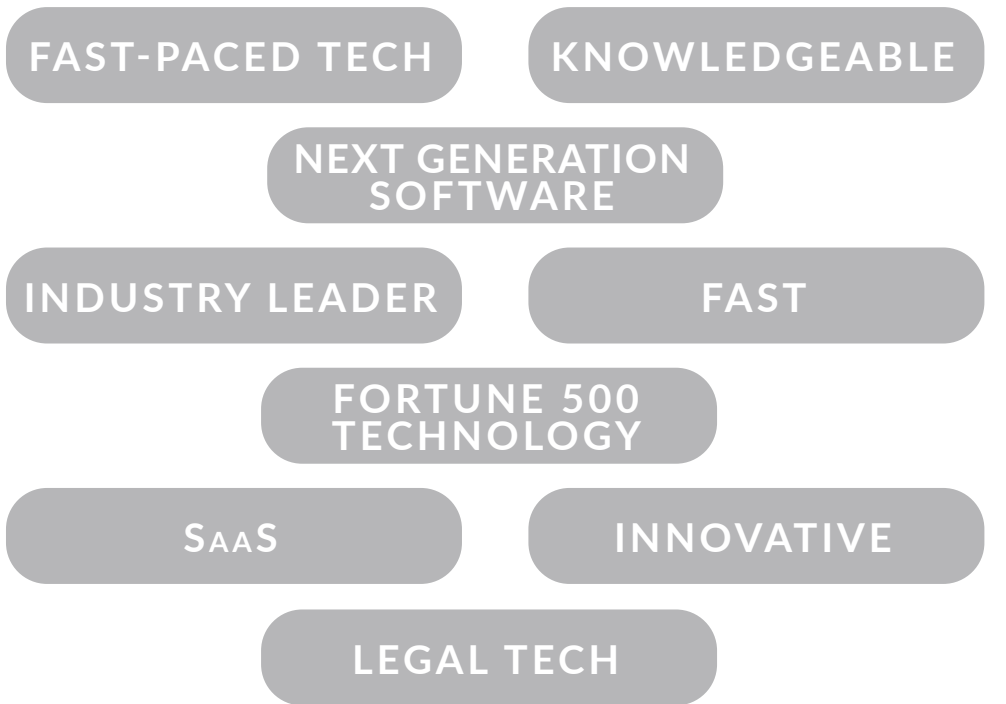
THIS IS AN EXAMPLE OF AN ABSTRACT AND REALISTIC IMAGE COMBINED TO CREATE A UNIQUE BRAND-FRIENDLY COVER.



GOOD EXAMPLES OF ABSTRACT IMAGE USAGE:



Descriptive words and phrases associated with Exterro's brand imagery:



VISUAL IDENTITY

Brand Identity vs. Campaign

Brand Identity is the foundation of Exterro’s visual and written style – a comprehensive toolkit for the brand. A campaign is an offshoot of the brand identity that is used to address more specific, short-term communication goals.

There are times when the choice between using the brand identity or campaign does not initially seem to be clear-cut, so we have created three criteria (**Initiative Type**, **Shelf Life**, and **Intent**) to aid the decision. These three criteria are meant to be used collectively to provide a bigger picture understanding of the situation to inform the proper choice.

Brand Identity

Brand Identity is the manifestation of a brand’s purpose within a defined visual and verbal style.

Criteria

Campaign

A campaign is an extension of the Brand Identity and communicates a specific short-term brand message.

Corporate



INITIATIVE TYPE



Advertising (Media Investment)

Long-Term (Years)



SHELF LIFE
How long in market?



Short-Term (Months)

Educate/Inform



INTENT
What is the purpose of the communication?



Persuade/Market

CONTENT CREATION

Process Overview

Refer to project templates in Monday.com for the workflows associated with varying types of collateral. An overview of the content creation process follows.

1. Content marketer and market owners confer to plan content for the upcoming quarter.
2. Content marketer builds out a draft project calendar and solicits feedback before entering projects into Monday using templates.
3. Content marketer and market owner sync to confirm expectations for each piece of content before beginning. Include any other relevant stakeholders (subject matter experts, product marketers, etc.).
4. Content marketer outlines the piece and solicits feedback from market owner and other stakeholders.
5. Content marketer drafts the piece and solicits feedback from market owner and other stakeholders.
6. Content marketer finalizes the piece and passes over to the designer on the project.
7. Designer lays out the piece and solicits feedback from content marketer, market owner, and any other relevant stakeholders.
8. Designer finalizes the piece and creates all relevant collateral graphics, social ads, display ads, etc.
9. Market owner and/or marketing coordinator perform necessary steps to distribute the content through the website, paid lead generation, etc.

Keep in mind:

- › Solicit as much input and feedback as possible before going to design!
- › Provide clear input to content marketer (and designer) as early as possible in the process.
- › Identify all key stakeholders who have input early in the process.
- › The content marketer manages the process, including building projects in Monday.com.

CONTENT CREATION

Collateral Titles and Descriptions

Titles and subtitles of content should clearly inform potential readers of the value provided by the piece. Subtitles often should speak to the type or format in which the information is presented (e.g., “An Exterro Quick Guide,” “An Exterro Benchmarking Report,” etc.). Subtitles are also an appropriate place to give credit to partners who helped produce a piece of content.

- › Titles should be no more than 100 characters, with a sweet spot of 55 – 60, which is the upper limit for Google search display.
- › Social descriptions should start with a call to action and be no longer than 160 characters.
- › Use numerals for all numbers in titles.

Design creates collateral images in the following sizes (horizontal pixel count first) for noted purposes.

- › 1024x512 OG – social sharing image
- › 1200x1200 or 1200x628 – paid social promo
- › 900x393 – website (exterro.com)
- › 600x600 or 400x400 – email newsletter(s)